**Book Trailer Rubric**

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|  | **Exemplary**  **5** | **Competent**  **3** | **Does Not Meet Expectations**  **0** | **Score**  **(Weight)** |
| **Images** | Images used in the trailer are clearly connected to the text read and are lined up flawlessly throughout the product. All images were found from a creative commons source with the exception of the text cover. | There is some question as to how the images are connected to the chosen text. Transitions between images are loosely put together. Not all images were found from a creative commons source. | Images have no connection to the text, and are sloppily thrown together. No images were taken from a creative commons sources. | /5 |
| **Quotes** | Quotes selected from the text are relevant to the image with which they appear. They provide appropriate time for the audience to read. They are one to two sentences long. | Quotes selected from the text are relevant to few of the images with which they appear. Quotes barely provide accurate time for reading. Quotes are a three sentences long. | Quotes from the text are not relevant to the images in the trailer. They do not provide appropriate reading time, and are longer than three sentences. | /5 |
| **Music** | Music selected reflects the genre of the text, and flows nicely throughout the trailer. Segments are 30 seconds or less for copyrighted music, and properly cited. | Music selected appropriately reflects the genre of the text, but is choppy. Segments surpass 30 seconds for copyrighted music, but are properly cited. | Music selected is inappropriate for the genre of the text and is choppy. Segments exceed 30 seconds for copyrighted music, and are inaccurately cited. | /5 |
| **Timing** | Trailer is no longer than three minutes. | Trailer falls between three and four minutes. | Trailer exceeds four minutes. | /5 |
| **Product** | The finished product is a polished and outstanding book trailer that integrates the text, images, and music together to flawlessly peak the audience's curiosity. | The finished product meets the standard requirements of integrating text, images, and music, but does not adequately peak curiosity of the audience. | The product is not complete, and fails to integrate text, images, or music. The trailer does not peak the curiosity of the audience. | /5 |
| **Knowledge** | The student demonstrates thorough knowledge of the text through the medium of a book trailer | The student demonstrates sufficient knowledge of the text through the medium of a book trailer. | The student demonstrates no accurate knowledge of the text selected through the medium of a book trailer. | /5 |
| **Grammar, Usage, Mechanics & Format** | The finished product displays correct grammar usage, with no errors. Quotes from the text are correctly cited. | The finished product displays correct grammar with minimum errors. Quotes from the text are not always correctly cited. | The finished product displays poor grammar usage, which takes away from the trailer's presentation. Quotes are not cited. | /5 |
| **Reflection Piece** | The student thoughtfully reflects on the experience of making a book trailer, and thoroughly explains why images, text, and music were chosen. | The student adequately reflects on the experience of making a book trailer, and somewhat explains why images, text, and music were chosen. | The student fails to reflect sufficiently on the experience of making a book trailer, and does not explain why images, text, and music were chosen. | /5 |
| **Total** |  |  |  | \_\_\_\_/30 |